### OUR VISION FOR THE FUTURE

Delivering Excellence Every Day

This vision statement reflects our community's expectation for Miami-Dade County government into the future.

Our mission statement describes our role *in the community* and why our organization exists.



Delivering excellent public services that address our community's needs and enhance our quality of life

### **OUR GUIDING PRINCIPLES**

In Miami-Dade County government we are committed to being:

Customer-focused and Customer-driven

Honest, Ethical and Fair to All

Accountable and Responsive to the Public

Diverse and Sensitive

Efficient and Effective

Committed to Development of Leadership in Public Service

Innovative

Valuing and Respectful of Each Other

Action-Oriented

These guiding principles are the basic values of every level of *Miami-Dade County* government. They guide the way we make our decisions and carry out our actions every day.







We identified the trends and events that may impact our ability to provide or improve services. We also analyzed the strengths and weaknesses of Miami-Dade County government to meet these challenges. The major trends affecting Miami-Dade County are:

Rapid Pace of Growth and its impact

Diversity of our Community

The Changing Economy

County Government Financial Trends



### RAPID PACE OF GROWTH

One of the defining characteristics of Miami-Dade County over the last half-century has been rapid and significant growth. Through the 1990s, Miami-Dade County grew by 30,000 persons a year, continuing the brisk pace established after World War II. Natural increases in population (i.e., births) accounted for slightly less than half of the total growth in the last decade, while the remainder was due to net migration from abroad. Our growth shows no signs of slowing and is projected to continue through 2020.

This rapid pace of growth has posed considerable challenges for Miami-Dade County. The resultant large increases in our labor force have led to relatively high rates of unemployment. Closing this gap through job creation, as well as education and training for under-skilled workers, will continue to be a major challenge.

Land supply is another critical issue for our community. As the population has grown, developers have moved quickly to keep pace with the increasing demand for housing and commercial facilities. However, the remaining land available for development is limited. As our population continues to grow, we will be faced with questions of extending the Urban Development Boundary and/or increasing densities.

### COMMUNITY DIVERSITY

Miami-Dade County is one of the

most racially and ethnically diverse major metropolitan areas in the United States. Hispanics are the largest single ethnic group in our community, accounting for 57 percent of the population. Hispanics, however, are far from a monolithic group, representing a wide range of nations and ethnic origins. Non-Hispanic blacks, including Haitians and other Caribbean immigrants and their descendents, comprise 20 percent of our population, while non-Hispanic whites and others comprise 23 percent. Our diversity, with its unique challenges and strengths, greatly shapes the cultural, economic, and political life of our community.



### THE CHANGING ECONOMY

Twenty years ago, Miami-Dade County's per capita income was above that of the state and nation. Since 1983, however, per capita income has declined and the gap is widening. Equally troubling, of the twenty-five most populous counties in the United States, Miami-Dade County ranks fourth in poverty rates. Miami-Dade County government, the Greater Miami Chamber of Commerce, and other institutions such as the Miami-Dade County School Board, recognize the economic problems and are attempting to find solutions.

COUNTY GOVERNMENT FINANCIAL TRENDS

Revenue streams such as sales tax, revenue sharing, interest and tourist taxes have been affected by the overall economic slowdown. However,



reductions in debt service obligations and tax roll performance will have a mitigating effect in the overall fiscal outlook for Miami-Dade County.

However, there are some areas of concern, that will have to be addressed in the years to come, such as: incorporation of new municipalities, large capital needs for which funding has not been identified, countywide per capita tax roll growth which, in the long-term, is not expected to keep up with inflation, and an extensive list of service needs not currently being met.



Competing needs in the areas of human and health services, judicial administration, and the Miami-Dade County transportation network will continue to place a huge burden on countywide financial resources. On November 3, 1998, Florida voters approved Revision 7 to the Florida Constitution relating to the funding of the State Courts System. As amended by Revision 7, Article V, Section 14 of the Florida Constitution now requires the State to fund all of



the costs of the State Court System, Public Defenders, and the State Attorneys, except as specifically provided in the amendment. Revision 7 further requires that all court-related operations of the Clerk of the Court be funded primarily from filing fees and service charges. Although the transfer of court costs to the State will provide the Countywide General Fund much needed fiscal relief, pressures are created by cost-of-living increases and inflation trends as well as increased elections costs in recent years.

#### UNINCORPORATED MUNICIPAL SERVICE AREA (UMSA) GENERAL FUND

The biggest challenges facing UMSA are:

- the ever-increasing demand for local police services
- our commitment to improve and expand recreational activities at the local level

the absorption of lower than projected sales tax revenues from the changes in the economy.

Pursuant to State law, UMSA has its own 10 mill operating cap and therefore has ample room to grow to meet the needs of our citizens.



The incorporation movement in Miami-Dade County raises a multitude of complex public policy issues which fall outside the scope of the Strategic Plan. Our community will continue to tackle these issues as new incorporations proceed.

Nevertheless, since Miami-Dade County continues to be a provider of municipal services, service plans for these areas were included in the Strategic Planning process and will be driven by the community's priorities.

#### MIAMI-DADE FIRE AND RESCUE SERVICE DISTRICT

Of the four taxing jurisdictions, the Fire and Rescue District is forecasted to experience the largest budgetary growth, fueled by the planned addition of thirteen new stations funded from bond proceeds and impact fees, and the department's obligations originating from labor agreements. The challenge to fund operating expenditures for new stations is compounded by the limitation restricting the Fire and Rescue Service District millage to three mills. Furthermore, any increases in this millage cannot be considered in a vacuum as it is combined with the Countywide General Fund and the Library System in the state-defined 10 mill Miami-Dade County operating cap.

#### MIAMI-DADE PUBLIC LIBRARY SYSTEM

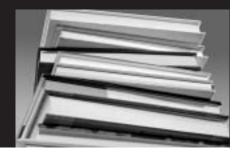
The Library System millage is also part of the state-defined 10 mill operating cap and therefore, the underlying strategies leading to the adoption of a millage rate for the Library System cannot be considered without analyzing the corresponding impact to the Countywide and Fire and Rescue Service District millages. In September 2001, the Board approved a 0.10 mill increase for the Library System and a subsequent 0.035 mill in September 2002. These adjustments brought necessary relief to a system that was in need of a significant infusion of funds

to construct additional facilities and keep up with service demands. With the additional funds, the library system has embarked in a capital expansion program that includes eight mini-libraries and ten branch library facilities.

#### PROPRIETARY OPERATIONS

Water and Sewer and Solid
Waste fees were raised in FY
2003–04. Innovative operating
procedures and/or fee
adjustments in the future may
be necessary to ensure we meet
bond coverage requirements,
cover future operating costs, and
maintain adequate reserves.

In light of the events of September 11, 2001 and the reduction of air passengers, tourist tax collections are only now returning the pre-September 11 levels. Agencies dependent on tourist taxes for operating revenues, such as the Department of Cultural Affairs, have adjusted their operations to align expenditures with the actual receipts.



### MIAMI-DADE **COUNTY'S** STRENGTHS, **WEAKNESSES, OPPORTUNITIES** AND CHALLENGES **IDENTIFIED**

#### **STRENGTHS**

#### **OPPORTUNITIES**

Technology improvements provide opportunities for customer service improvements

By collaborating with other local governments in South Florida, Miami-Dade County can access additional resources and improve political clout

Local educational institutions are poised to promote economic growth

Coordinated efforts can help Miami-Dade County draw on previously untapped financial resources (federal grants, etc.)

#### WEAKNESSES

Rapid urban growth and immigration, leading to change in service needs

Tourism-dependent economy; lack of industrial diversity

Traffic congestion and growing transportation needs

Poor public perception of Miami-Dade County government

### **CHALLENGES**

Diminishing supply of developable land

High levels of poverty and unemployment, along with relatively low levels of educational attainment and high numbers of uninsured

Increasing demand for infrastructure and services, coupled with limited resources and reductions in certain federal and state funding sources



### OTHER COUNTY INITIATIVES

There are many ongoing initiatives in Miami-Dade County, many of which are at a level significantly more detailed than Miami-Dade County's Strategic Plan. They include many of the Mayor's and Commissioners' initiatives that are linked to this process (e.g., the People's Transportation Plan, Mayor's Health Care Initiative, Economic Summit, Year of the Child, One Community One

Goal, Community Image, Community Workforce, Countywide Healthcare Planning, Smart Growth, Living Wage, etc.). Many of these initiatives have their own strategic plans (e.g., the Strategic Plan for the Empowerment Trust). The Strategic Plan for Miami-Dade County is a comprehensive, countywide plan that will enhance these initiatives by providing a formal method for linking them to annual department business plans and the resource allocation process.



Miami-Dade County

### Strategic Area Plans Overview

The following pages provide an overview of each of the strategic area plans, including the goals and priority key outcomes. Also included is a section entitled "How We Plan To Measure Our Performance", which contains performance indicators refined from the preliminary key performance indicators presented to the Board of County Commissioners in June 2003. Those indicators are also contained in the detailed strategic area component plans beginning on page 41.

### GOALS Outcomes ECONOMIC DEVELOPMENT



Allocate Miami-Dade County government resources in support of activities that increase and diversify jobs and incomes while eliminating socio-economic disparities in underserved areas

Lead the coordination of economic development activities throughout Miami-Dade County

Expand entrepreneurial development opportunities within Miami-Dade County

Create a more businessfriendly environment in Miami-Dade County



### **Economic** Development

PRIORITY KEY OUTCOMES	HOW WE PLAN TO MEASURE OUR PERFORMANCE
Increased number of businesses and employment opportunities in higher-paying, targeted industries	<ul> <li>Unemployment rate in Miami-Dade County</li> <li>Per Capita Income</li> <li>Number of new businesses related to incentives/coordinated efforts to promote growth in targeted industries</li> </ul>
Increased number of Miami-Dade County residents with the job skills to achieve economic self-sufficiency	Percent of successful placement of training program participants in employment
Increased number of low-to- moderate income homeowners	<ul> <li>Number of affordable mortgages financed for eligible low and moderate income families in Miami-Dade County</li> <li>Housing affordability index/percent of households that can afford a median priced home</li> </ul>
Coordinated and effective economic and community development programs	<ul> <li>Number of jobs created in the community from economic and community development projects</li> <li>Percentage of survey respondents that agree Miami-Dade County government effectively develops low income/poor areas in Miami-Dade County</li> </ul>
Proactive involvement of communities in economic development efforts	Percent of residents satisfied with community involvement process with economic development
Organizations empowered with the technical and management capacity to succeed	Number of existing and start-up businesses and agencies trained by Miami-Dade County per year that remain in business after two years
Improved infrastructure and redevelopment to attract businesses to underserved and distressed areas	Development of countywide infrastructure, land supply and affordable housing plan within one year, plan implementation and schedule adherence thereafter
Customer-friendly environment for regulated businesses and entities doing business with Miami-Dade County	Percentage of businesses satisfied or very satisfied with the County's business processes

# GOALS HEALTH AND HUMAN SERVICES

Eliminate barriers to care

Improve the future of Miami-Dade County's children and youth

Promote independent living through early intervention and support services

Provide adequate, quality, and affordable housing equitably throughout Miami-Dade County

Ensure high quality standard of care and customer service countywide

Ensure universal access to timely and accurate service information and community resources

Develop positive relationships among all groups to promote unity in Miami-Dade County





### Health and Human Services

PRIORITY KEY OUTCOMES	HOW WE PLAN TO MEASURE OUR PERFORMANCE
Reduced rate of uninsured countywide	Reduce percentage rate of uninsured in Miami-Dade County  Percent of children in Miami-Dade County with insurance
Healthier community	Percent of residents with increased access to primary and specialty medical care
Improved public transportation to health and human services facilities throughout Miami-Dade County	Percentage of users of health and human services satisfied or very satisfied with transit access to health care
Increased access to and quality of childcare facilities	Number of childcare facilities with national accreditation
	Number of low-income infants, toddlers and preschoolers participating in early childhood development services (versus waiting list)
	Number of childcare facilities in areas of need
Increased access to culturally sensitive outreach/prevention and intervention services for Miami-Dade County children, youth and their families	Dropout rate of high school students
Young adults with basic education, skills, and values	
Increased availability of affordable and special needs housing	Percentage increase in the number of affordable and special needs housing
Improved customer service and care in health and human services	Percentage of customers of the health and human services area satisfied or very satisfied with service delivery and customer care
Reduction of health and human services unmet needs	Percentage of survey respondents earning less than \$25,000 per year that rate Miami-Dade County's health and human services as good or very good

# Outcomes NEIGHBORHOOD AND UNINCORPORATED AREA MUNICIPAL SERVICES



Provide efficient, consistent, and appropriate growth management, urban planning, and transportation development services

Empower the community by increasing communication and coordination with local, state, and federal entities

Use consistent, fair and effective means to achieve code compliance

Enact programs to beautify and improve urban and residential areas

Promote responsible stewardship of natural resources and unique community environments

Provide timely and reliable public infrastructure services including road maintenance, storm water, solid waste and wastewater management, and a safe and clean water delivery system consistent with the Comprehensive Development Master Plan (CDMP)



# Neighborhood and Unincorporated Area Municipal Services

PRIORITY KEY OUTCOMES	HOW WE PLAN TO MEASURE OUR PERFORMANCE
Increased urban infill development and decreased urban sprawl  Protection of viable agriculture and environmentally-sensitive lands	<ul> <li>Number of infill development and infill housing units and infill redevelopment projects per year (completed)</li> <li>Percent of tree canopy increase</li> <li>No net loss of agricultural designated lands outside the Urban Development Boundary (UDB) or environmentally sensitive lands</li> </ul>
Improved community design	Percentage of survey respondents that rate the development and land use/zoning in their neighborhood as good or very good
Strengthened bond between the community and Miami-Dade County government  Improved community access to information and services	Percentage of residents satisfied with information delivery systems
Well-trained, customer-friendly Miami-Dade County government workforce	Percentage of survey respondents that agree Miami-Dade County employees that helped them went the extra mile to get their issue heard and resolved  Secret Shopper rating for employee customer service  Percentage of survey respondents that were satisfied with their last contact with Miami-Dade County personnel
Resident and business voluntary compliance with Miami-Dade County codes	Percentage of residents and businesses aware of critical knowledge factors of code compliance
Timely identification and remediation of nuisances, including unsafe structures	Percentage of general/nuisance complaints responded to within 48 hours  Percentage of nuisance incidents remediated within pre-defined timeframes
Neighborhood and rights-of-way aesthetics that foster and enhance quality of life	Percentage of roadways and rights-of-way cleaned and well-maintained
Improved neighborhood roadways, sidewalks, drainage, and reduced flooding	Percentage of survey respondents that rate the drinking water quality and sewer service as good or very good  Percentage of survey respondents that rate the quality of roadways and road signs in Miami-Dade County as good or very good  Percentage of survey respondents that rate flooding as a minor or major problem in their neighborhood

### Outcomes GOALS PUBLIC SAFETY



Effectively provide the necessary and appropriate technology, buildings, equipment and people for delivery of quality services now and in the future

Provide comprehensive and humane programs for crime prevention, treatment and rehabilitation

Improve the quality of service delivery through commitment to ongoing employee training

Strengthen the bond between the public safety departments and the community

Improve public safety through the use of community planning and the enforcement of quality of life issues



### **Public Safety**

PRIORITY KEY OUTCOMES	HOW WE PLAN TO MEASURE OUR PERFORMANCE
Facilities and resources built and maintained to meet needs  Reduced response time (including agricultural areas)	Average fire rescue response time from time dispatch receives life- threatening call from 911 (within UDB) and/or percentage of total fire calls with a response time under 8 minutes from call entry to arrival and/or EMS-ALS average response time from Public Safety Answering Point (PSAP) to arrival
Reduction in property loss and destruction	Police emergency average response time—inside and outside UDB (minutes)  Percentage of survey respondents that rate crime in their neighborhood as a minor or major problem
Improved homeland security preparedness	Development and implementation of a comprehensive plan for homeland security  Number of first responders trained and equipped for an emergency event
Strengthened Juvenile Assessment Center	Juvenile crime rates by type  Rate of re-institutionalization of offenders processed through the Juvenile Assessment Center
Increased community awareness of information resources and involvement opportunities	Percentage of survey respondents that generally find police officers and traffic enforcement officers to be friendly and approachable  Level of community customer satisfaction with public safety services



# GOALS RECREATION AND CULTURE



Secure and invest additional public and private resources to improve and expand programs, services and facilities

Increase participation in and awareness of programs, services and facilities

Develop lifelong learning and professional development opportunities through education, outreach and training partnerships





### Recreation and Culture

PRIORITY KEY OUTCOMES	HOW WE PLAN TO MEASURE OUR PERFORMANCE
Well-maintained, attractive and safe parks, libraries, museums, facilities, and public artwork	<ul> <li>Quality rating of residents and visitors for cultural, recreational, and library facilities and places</li> <li>Resident ratings of the appearance of recreational, cultural, and library facilities</li> </ul>
Available and high quality green space throughout Miami-Dade County	<ul> <li>Number of residents satisfied or very satisfied with availability of open/green spaces</li> <li>Number of acres of natural areas restored and number of acres maintained</li> <li>Park acres per capita (Regional Parks and UMSA Parks)</li> </ul>
More cultural, recreational and library programs and services available to address varied community interests and educational needs  Quality customer service at all cultural, recreational and	<ul> <li>Percentage of survey respondents that rate Miami-Dade County's library services as good or very good</li> <li>Resident ratings of the range of Parks and Recreation activities</li> <li>Percentage of survey respondents that rate Miami-Dade County's recreational and cultural activities as good or very good</li> <li>Number of cultural, recreational, and library programs available for the elderly and for people with disabilities</li> </ul>
library facilities  Coordination of existing cultural, recreational and library programs and services and comprehensive development of new experiences and opportunities	Number of cultural, recreational and libraries collaboration projects per year
Cultural, recreational and library places and facilities located where needed throughout Miami-Dade County	<ul> <li>Number of residents satisfied or very satisfied with availability of facilities within five years</li> <li>Percent of library district residents within three miles (or 20 minutes) of a library</li> </ul>
Reduction in unmet needs	Recreation and culture dollars available through all sources of funding, including existing and new sources
Expanded awareness of and access to cultural, recreational and library programs and services	Number of attendees at recreational, cultural and library facilities, programs and services



### GOALS Itcomes TRANSPORTATION

Encourage and promote innovative solutions to transportation challenges, including incentive plans

Maximize the use and efficiency of the existing transportation system on a neighborhood, county and regional basis

Improve mass transit along major corridors and between major origin and destination locations

Enhance the ease of movement of people and goods to, from and through the airport, the seaport, and other centers through new and improved inter-modal linkages

Educate the community regarding transportation issues and opportunities

Promote improved mobility of people and commerce to capitalize on South Florida's advantages





### **Transportation**

PRIORITY KEY OUTCOMES	HOW WE PLAN TO MEASURE OUR PERFORMANCE
Minimum wait time for transit passengers	Planned frequency of transit service during peak and non-peak hours
Convenient, clean transit passenger facilities and vehicles  Improved accessibility to transit	Number (and percentage) of facilities meeting ADA requirements  Percentage of survey respondents that rate the cleanliness of buses and train cars as good or very good
facilities and bus stops Safe and reliable transit facilities and vehicles	Rate of schedule adherence for bus and rail service
More integrated land-use development to decrease dependence on automobiles  Improved level-of-service on	Average commute times to work in minutes  Percent of traffic signals synchronized and optimized  Percentage of survey respondents that rate the congestion on the roadways in their neighborhood as a minor or major problem
major roadway corridors  Dramatic improvement in the	Achievement of all major milestones timelines in the "People's
level of bus service  Expanded rapid transit service along all major corridors	Transportation Plan"  Percentage of survey respondents that rate the convenience of Miami-Dade County bus routes as good or very good  Daily bus and rail boardings
Effective management and oversight of dedicated transit funds	Number of residents satisfied or very satisfied with the implementation of the "People's Transportation Plan"
Seamless movement of people, baggage and cargo to and from the seaport and airport	Percentage of survey respondents that rate the ease of transportation to and from the airport and seaport as good or very good
Enhanced customer service, convenience, and security at every level of contact with the ports	National customer satisfaction ranking the airport among the top ten airports for passenger satisfaction by 2007 and customer satisfaction ratings at the seaport
Adequate capacity to meet existing and future demand levels for passengers and cargo at the ports	Total number of aviation and cruise passengers

# Outcomes ENABLING STRATEGIES: BUDGET & FINANCE



Ensure the timely acquisition of "best value" goods and services while maintaining integrity and inclusion

Attract, develop and retain an effective, diverse and dedicated team of employees

Ensure the financial viability of Miami-Dade County through sound financial management practices

Deliver on promises and be accountable for performance



## **Enabling Strategies: Budget & Finance**

PRIORITY KEY OUTCOMES	HOW WE PLAN TO MEASURE OUR PERFORMANCE
Streamlined and responsive procurement process	<ul> <li>Calendar days from requisition to purchase order</li> <li>Percentage of internal users satisfied with procurement timeliness, quality, and overall service</li> </ul>
"Best-value" goods and services (price, quality, terms and conditions)	Negotiated contract savings (dollars saved)
Motivated, dedicated workforce team aligned with organizational priorities	Percentage of employees rating Miami-Dade County as a good place to work
Workforce skills to support Miami- Dade County priorities (e.g. leadership, customer service, fiscal problem-solving, technology, etc.)	
Sound asset management and financial investment strategies	Bond Ratings Percent of cash reserves
Planned necessary resources to meet current and future operating and capital needs	
Cohesive, standardized countywide financial systems and processes	
Alignment of services provided with community's needs and desires	Percentage of community satisfied with value of Miami-Dade County services for tax dollars paid
Achievement of performance targets	Cost of government: dollars per capita and per capita by category
Accountability to the public at every level of the organization	
Continuously improving government	

# Mission Goals GOALS Outcome ENABLING STRATEGIES: GOVERNMENT OPERATIONS



Enable Miami-Dade County departments and their service partners to deliver quality customer service

Enhance community access to reliable information regarding services and Miami-Dade County government issues

Capitalize on technology to improve service, increase efficiency and provide greater information access and exchange

Plan, construct and maintain well-designed Miami-Dade County facilities in time to meet the needs of Miami-Dade County

Provide quality, sufficient and well-maintained vehicles to Miami-Dade County departments

Ensure that elections are open, error free, convenient and accessible to all eligible voters



## **Enabling Strategies: Government Operations**

PRIORITY KEY OUTCOMES	HOW WE PLAN TO MEASURE OUR PERFORMANCE
Clearly-defined performance expectations and standards	Satisfaction ratings from service delivery departments
Easily accessible information regarding Miami-Dade County services and programs	Percentage of residents with a positive image of Miami-Dade County government  Percentage of customers familiar with Miami-Dade County sources of information (MDTV, County Citizens, Miami-Dade County website, answer center)
User friendly e-government sharing information and providing expanded hours and services	Percentage of users (residents, visitors, employees, etc.) satisfied with electronic access to services and information, and percentage of survey respondents that agree that it is easy to find what they need or want on the Miami-Dade County website
Miami-Dade County processes improved through information technology	Dollars saved through information technology investments
Safe, convenient and accessible facilities planned and built to meet needs	Percentage of (facility) projects completed within budget and on time  Percentage of internal customers and residents satisfied with aesthetics of county facilities
Safe and reliable vehicles ready to meet needs	Fleet costs (acquisition, operating, resale value) within prescribed industry standards and percent of department users satisfied with quality and timeliness of fleet management services
Opportunities for every registered voter to conveniently cast a vote	Voter satisfaction with process  Percentage of accuracy between votes cast and votes reported

